Jim Eggensperger and Natalie Redcross



## Data-Driven Public Relations Research

21st Century Practices and Applications





## Contents

Acknowledgi	ments	vii
Preface		viii
Chapter 1	Perspective on Public Relations Research	1
Chapter 2	Truth and the Researcher's Attitude	16
Chapter 3	Starting to Apply Statistics	32
Chapter 4	Quantitative Analysis – Part 1	48
Guest Autho	r Chapter: Problem Definition for Data-Driven PR	66
Chapter 5	Quantitative Analysis – Part 2	75
Chapter 6	Qualitative/Categorical Analysis - Part I	91
Chapter 7	Qualitative/Categorical Analysis - Part 2	107
Chapter 8	Online and Social Media Measurements	113
Chapter 9	Ethics in Research	123
Chapter 10	Presenting Research Results	133
Chapter 11	Managing PR Research	138

## vi Contents

Chapter 12	Data-Driven Media Relations	148
Chapter 13	Data-Driven PR for Nonprofit Organizations	159
Chapter 14	Looking Ahead in PR Research	172
Chapter 15	Broadcast Research	182
Chapter 16	Advertising Research	195
Appendix	The Barcelona Principles	202
Index		203